

## ORDER



**Orders**  
**Order / Rev:** 187040  
**Alt Order #:**  
**Product Desc:** Obama for America  
**Estimate:** 2051 Sked A  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 10/15/12 / 10/15/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** GMMB Inc.  
**Buying Contact:** Kristen Keuleman  
**Billing Contact:**  
 1010 Wisconsin Ave, NW  
 Washington DC, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** President/Obama (D)  
**Demographic:** A25-54  
**Product Codes:** PL1-President  
**Priority:** PREEMPTIBLE  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** MAJ  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	24	\$19,250.00	\$16,362.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$19,250.00	\$16,362.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$19,250.00</b>	<b>\$16,362.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KMGH	18%	\$19,250.00
Market	100%	\$106,944.44

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	22%	\$23,527.78
KDEN+	0%	\$0.00
KDVR+	12%	\$12,833.33
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	2%	\$2,138.89
KUSA	46%	\$49,194.44
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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 Alt Order #:  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: President/Obama (D)  
 Product Desc: Obama for America  
 Estimate: 2051 Sked A

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	10/16/12	10/19/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	- TWTF--	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		3				\$625.00		0.00			
N 2	KMGH	10/22/12	10/22/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$625.00		0.00			
N 3	KMGH	10/16/12	10/19/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	- TWTF--	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		3				\$625.00		0.00			
N 4	KMGH	10/22/12	10/22/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	M-----	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$625.00		0.00			
N 5	KMGH	10/20/12	10/20/12	ABC GMA SAT GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$375.00	P1	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$375.00		0.00			
N 6	KMGH	10/20/12	10/20/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$675.00	P1	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$675.00		0.00			
N 7	KMGH	10/21/12	10/21/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A	-----S	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$600.00		0.00			
N 8	KMGH	10/16/12	10/19/12	The CHEW The CHEW	CA	1157A-1P	- TWTF--	:30	3	\$600.00	P1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		3				\$600.00		0.00			
N 9	KMGH	10/16/12	10/19/12	M-F 2-230pm M-F 2-230pm	CA	2-230pm	- TWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		2				\$300.00		0.00			
N 10	KMGH	10/16/12	10/19/12	M-F 230-3pm M-F 230-3pm	CA	230-3p	- TWTF--	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		2				\$300.00		0.00			
N 11	KMGH	10/16/12	10/19/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	- TWTF--	:30	3	\$900.00	P1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		3				\$900.00		0.00			
N 12	KMGH	10/22/12	10/22/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	M-----	:30	1	\$900.00	P1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$900.00		0.00			
N 13	KMGH	10/16/12	10/19/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	- TWTF--	:30	1	\$1,000.00	PREE	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	- TWTF--		1				\$1,000.00		0.00			
N 14	KMGH	10/19/12	10/19/12	ABC Fri B ABC Fri B	CA	8P-9P	----F--	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$5,000.00		0.00			
Totals														24	\$19,250.00